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THE LAW OFFICES OF
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INTELLECTUAL PROPERTY
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TO: USPTO/ Examiner R. Stevens, Group 2176

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FROM: Edmond DeFrank

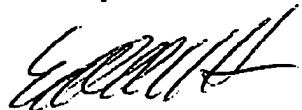
DATE: October 15, 2004

RE: **RESPONSE UNDER 37 CFR 1.111**
Serial No. 09/916,970
Our Docket No. 10005874-1
Entitled: **ADVERTISEMENT SELECTION ENGINE FOR
PLACING MICRO-ADVERTISING**
Filed: July 26, 2001
By: Daniel C. Castle

Pages: 17 (NOT including cover sheet)

Please find attached an amendment for the above matter. Also attached is a Transmittal Letter.

Thank you.



Edmond A. DeFrank

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10005874-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Daniel C. Castle

Confirmation No.: 8587

Application No.: 09/916,970

Examiner: R. Stevens

Filing Date: 07-26-2001

Group Art Unit: 2176

Title: ADVERTISEMENT SELECTION ENGINE FOR PLACING MICRO-ADVERTISING

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment () Petition to extend time to respond
() New fee as calculated below () Supplemental Declaration
(X) No additional fee
() Other: _____ (fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	20	MINUS	20	= 0	X \$18	\$ 0
INDEP. CLAIMS	5	MINUS	5	= 0	X \$88	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$300	\$ 0
EXTENSION FEE	1ST MONTH \$110.00	2ND MONTH \$430.00	3RD MONTH \$980.00	4TH MONTH \$1530.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Daniel C. Castle

(X) I hereby certify that this paper is being transmitted
to the Patent and Trademark Office facsimile
number (703) 872-9306 on Oct. 15, 2004
Number of pages: 17

Typed Name: Edmond A. DeFrank

Signature: By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg. No. 37,814

Date: Oct. 15, 2004

Telephone No.: (818) 885-1575

Serial No.: 09/916,970
Attorney Docket No.: 10005874-1

CERTIFICATE OF TRANSMISSION: I hereby certify that this paper and every paper referred to therein as being facsimile transmitted to (703) 872-9306: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: October 15, 2004 (Date of Deposit) No. of Pages 17

EDMOND A. DEFRANK
By


Signature

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OCT 15 2004

PATENT APPLICATION
Attorney Docket No: 10005874-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:
Daniel C. Castle

Serial No.: 09/916,970

Group Art Unit: 2176

Filed: July 26, 2001

Examiner: R. Stevens

For: **ADVERTISEMENT SELECTION ENGINE FOR PLACING
MICRO-ADVERTISING**

AMENDMENT UNDER 37 CFR 1.111

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 15, 2004, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of the claims which begins on page 3 of this paper.

Amendments to the Drawings begin on page 7 of this paper and include both an attached replacement sheet and an annotated sheet showing changes.

Remarks/Arguments begin on page 8 of this paper.

An **Appendix** including amended drawing figures is attached following page 12 of this paper.